













Scorecard >



1.0 Customer

|  ADD

	Actual	Goal	As of Date
<u>User -friendly and effective media relations and public affairs programs (Easily accessible information regarding County services and programs - COM)</u>			
 <u>Conduct Site Visits with Print and TV Media Outlets to Promote Strong Media Relationships</u>	5	3	FY06 Q2
 <u>Quarterly Editorial Board Meetings</u>	1	1	FY06 Q2
 <u>Record Request Turnaround Time</u>	48 hours	48 hours	FY06 Q3
<u>Create and execute marketing campaigns aligned with County Manager priorities and in support of departmental initiatives. (Responsive communications services for other County departments - COM)</u>			
 <u>Monitoring Branding Guidelines</u>	100 %	100 %	FY06 Q2
<u>Services to The Board of County Commissioners</u>			
 <u>The Number of Media Training Sessions</u>	2	2	FY06 Q2
 <u>Quarterly PIO Meetings</u>	1	1	FY06 Q3
<u>Graphics Customer Satisfaction</u>	n/a	n/a	FY06
<u>Translation Customer Satisfaction</u>	n/a	n/a	FY06
<u>Enhance visibility of County government success stories using county-controlled communications outlets. (Positive image of County government - COM)</u>			
 <u>MDTV - INSIDE</u>	9	5	FY06 Q3
 <u>MDTV - County Connection</u>	1	1	FY06 Q3
 <u>Miami-Dade TV activity</u>	12	10	FY06 Q2
 <u>MDTV - Promotional spots activity</u>	3	10	FY06 Q2
 <u>Marketing - Miami-Dade NOW</u>	1	1	FY06 Q3
 <u>Marketing - Employee Source</u>	0	1	FY06 Q3

2.0 Financial

|  ADD

	Actual	Goal	As of Date
<u>Meet Budget Targets (Communications)</u>			
 <u>Revenue: Total (Communications)</u>	\$691,000	\$0	FY06 Q3
 <u>Expen: Total (Communications)</u>	\$1,370,000	\$1,367,000	FY06 Q3

3.0 Internal

|  ADD

Actual Goal As of Date

4.0 Learning and Growth

|  ADD

Actual Goal As of Date

Scorecard Details >

Exception Report

Owners

Monitors

 EXPLORE

Scorecard Name: Communications

Hepburn, Asheley Musto,
Paula Jones, CynthiaPatchen, Donn Marko,
Thomas Fernandez, Luis R.
Martinez, Cynthia Higgins,
Carol Fernandez, Margarita
Torriente, Susanne

Description:

Parent Scorecards

Child Scorecards

 LINKSACM Scorecard - Susanne Torriente (Land Use & Development)ACM Scorecard - Torriente, Susanne

Communications

Business Plan Report

Customer

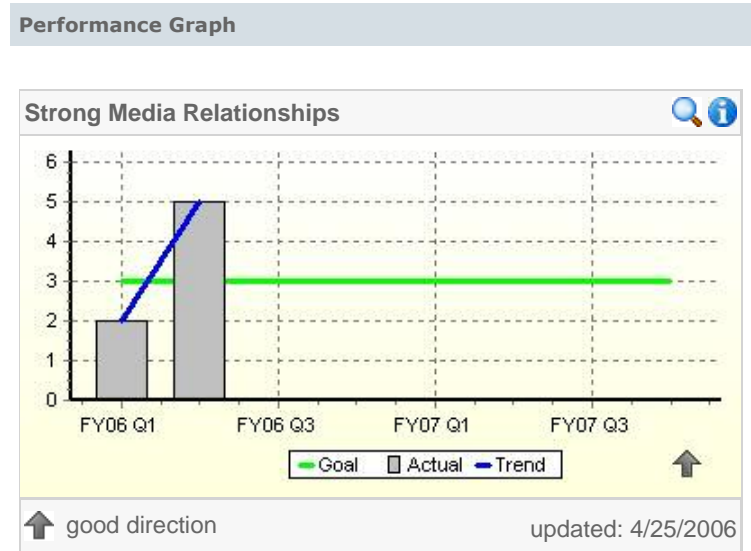
Objective Name	Owner(s)
User -friendly and effective media relations and public affairs programs (Easily accessible information regarding County services and programs - COM)	Luis R. Fernandez Asheley Hepburn Leila Khalil Paula Musto



Initiatives Linked To Objective	Owner(s)
Hurricane Preparedness Campaign	Asheley Hepburn Carol Higgins Leila Khalil
Developing Skilled Staff	Luis R. Fernandez Asheley Hepburn Paula Musto
Establish Community Newspaper Standards	Luis R. Fernandez Asheley Hepburn Leila Khalil

GrandParent Objectives
Enhance community access to reliable information regarding services and County government issues

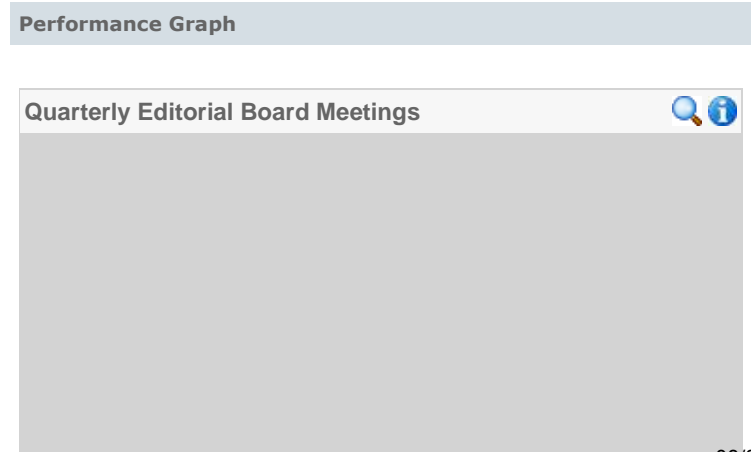
Parent Objectives
(ES2.1) Easily accessible information regarding County services and programs (priority outcome)

Measures	Owner(s)
Conduct Site Visits with Print and TV Media Outlets to Promote Strong Media Relationships	Luis R. Fernandez Cynthia Martinez Asheley Hepburn
Establish strong media relationships, Media Relations staff will conduct visits to all major print and TV media outlets with a minimum of 12 visits (six TV stations plus six print - Miami Herald, Daily Business Review, and Miami Today).	

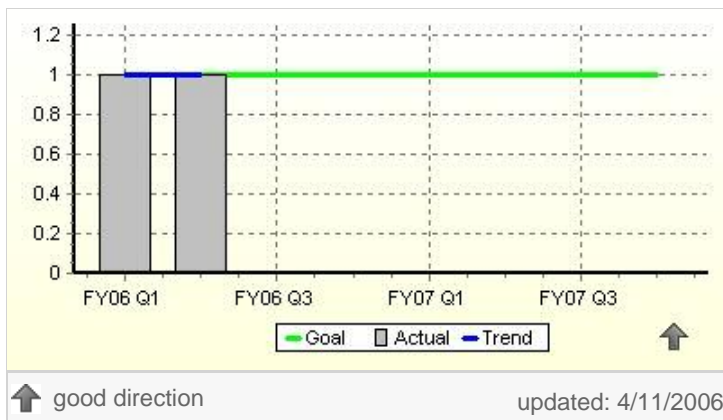


Initiatives Linked To Measure		Owner(s)		
Child Measures Linked To Measure				
		ACTUAL	GOAL	DATE
	Visit Print Media Outlets	4	2	FY06 Q2
	Vist TV Media Outlets	1	2	FY06 Q3

Quarterly Editorial Board Meetings	Luis R. Fernandez Cynthia Martinez Asheley Hepburn
Keep major daily newspapers informed on issues, schedule and facilitate Miami Herald editorial board meetings on a quarterly basis to address critical County topics	



Initiatives Linked To Measure			Owner(s)
Child Measures Linked To Measure			
	ACTUAL	GOAL	DATE



Record Request Turnaround Time

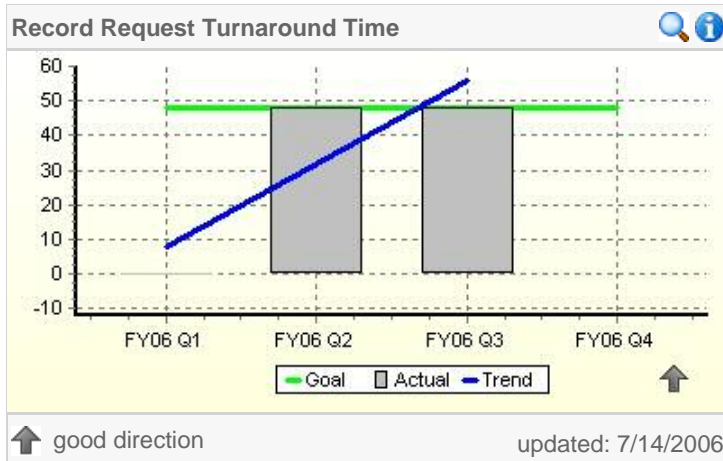
Luis R. Fernandez Cynthia Martinez Asheley Hepburn

Service all public records requests from media within a 48 hour turnaround for the initial response.

Performance Graph

Initiatives Linked To Measure

Owner(s)



Child Measures Linked To Measure

ACTUAL	GOAL	DATE

Objective Name	Owner(s)
Enhance visibility of County government success stories using county-controlled communications outlets. (Positive image of County government - COM)	Asheley Hepburn Leila Khalil

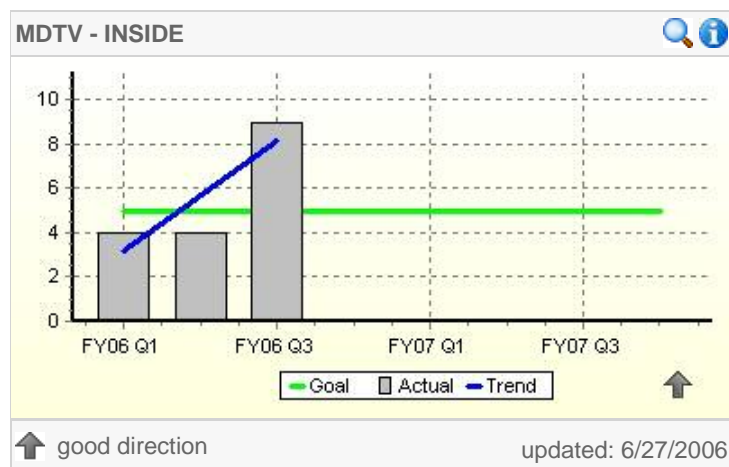
Initiatives Linked To Objective	Owner(s)
Advertising Consolidation Pilot Program	Asheley Hepburn Leila Khalil
Marketing Support to the County Manager's Office	Luis R. Fernandez Asheley Hepburn Leila Khalil Cynthia Martinez
Visibility of 311 and "Delivering Excellence" Brand.	Asheley Hepburn Leila Khalil

GrandParent Objectives
Enhance community access to reliable information regarding services and County government issues

Parent Objectives
(ES2.3) Positive image of County government

Measures	Owner(s)
MDTV - INSIDE	Carol Higgins Donn Patchen Asheley Hepburn
The number of segments produced and televised for the television show "INSIDE"	

Performance Graph

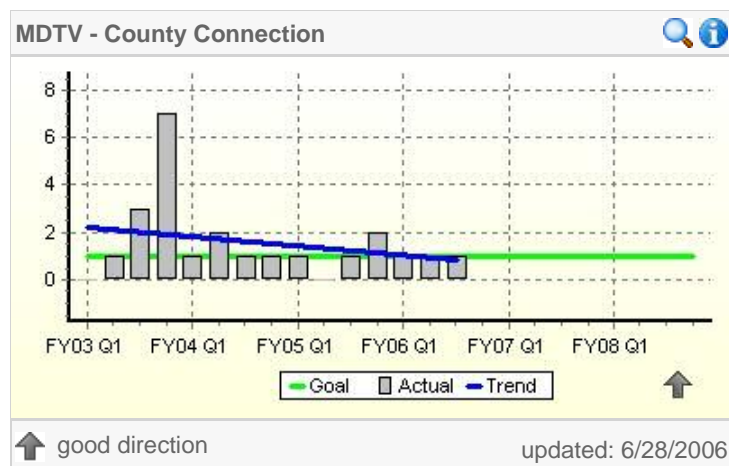


Initiatives Linked To Measure	Owner(s)
-------------------------------	----------

Child Measures Linked To Measure	ACTUAL	GOAL	DATE
----------------------------------	--------	------	------

MDTV - County Connection	Carol Higgins Donn Patchen Asheley Hepburn
Number of episodes of "County Connection" produced and televised	

Performance Graph



Initiatives Linked To Measure	Owner(s)
-------------------------------	----------

Child Measures Linked To Measure	ACTUAL	GOAL	DATE
----------------------------------	--------	------	------

Miami-Dade TV activity	Carol Higgins Donn Patchen Asheley Hepburn
Number of episodes of Miami-Dade Now and Miami-Dade AHORA produced	

Performance Graph

Miami-Dade TV activity



↑ good direction

updated: 4/7/2006

Initiatives Linked To Measure

Owner(s)

Child Measures Linked To Measure

	ACTUAL	GOAL	DATE
▲ Number of episodes of Miami-Dade AHORA	6	5	FY06 Q2
▲ Number of episodes of Miami-Dade Now	6	5	FY06 Q2

MDTV - Promotional spots activity

Carol Higgins Donn Patchen Asheley Hepburn

Number of promotional spots produced and televised

Performance Graph

MDTV - Promotional spots activity



↑ good direction

updated: 4/7/2006

Initiatives Linked To Measure

Owner(s)

Child Measures Linked To Measure

	ACTUAL	GOAL	DATE
--	--------	------	------

Marketing - Miami-Dade NOW

Leila Khalil Asheley Hepburn

Produce a quarterly newsletter to inform the community on county programs, services and activities for insertion into Community Newspapers and distributed at County facilities.

Performance Graph

Marketing - Miami-Dade NOW



↑ good direction

updated: 6/28/2006

Initiatives Linked To Measure

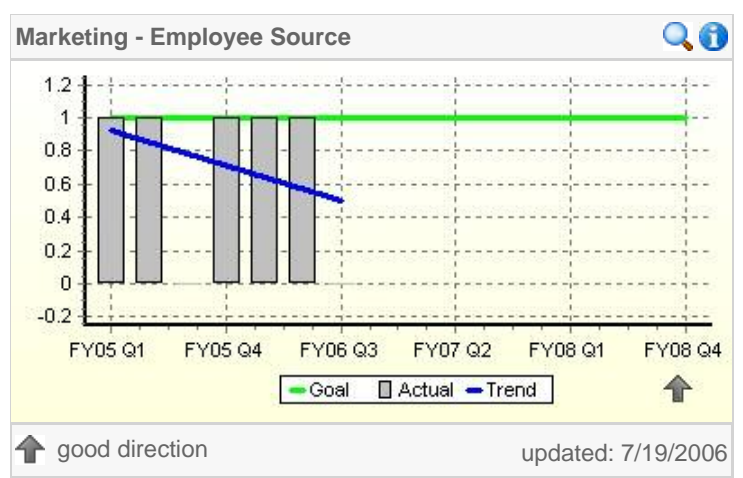
Owner(s)

Child Measures Linked To Measure

	ACTUAL	GOAL	DATE
--	--------	------	------

Produce an employee quarterly newsletter to disseminate information on countywide employee-related topics in an effective and efficient mannner.

Performance Graph



Initiatives Linked To Measure Owner(s)

Child Measures Linked To Measure		
	ACTUAL	GOAL
		DATE

Objective Name	Owner(s)
----------------	----------

Create and execute marketing campaigns aligned with County Manager priorities and in support of departmental initiatives. (Responsive communications services for other County departments - COM)

Luis R. Fernandez Asheley Hepburn
Cynthia Jones Leila Khalil Communications

Initiatives Linked To Objective	Owner(s)
---------------------------------	----------

Stronger Liaisons with Departmental PIO's	Luis R. Fernandez Asheley Hepburn
Strengthen Emergency Communications Skills	Luis R. Fernandez Asheley Hepburn
Support Marketing - Building Better Communities Bond Program	Asheley Hepburn Leila Khalil
Communications Support to Elected Officials	Toni-Anne Blake Asheley Hepburn Cynthia Jones

GrandParent Objectives

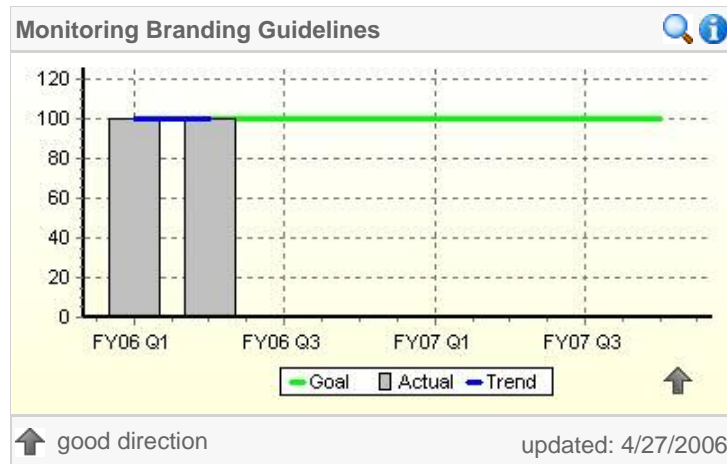
Parent Objectives

Measures	Owner(s)
----------	----------

Monitoring Branding Guidelines Frank Guemes Asheley Hepburn

Monitor branding guidelines to ensure that they are adhered to by department. Audit 100% of graphic projects for compliance to branding guidelines.

Performance Graph



Initiatives Linked To Measure	Owner(s)
-------------------------------	----------

Child Measures Linked To Measure

ACTUAL	GOAL	DATE
--------	------	------

Services to The Board of County Commissioners

Toni-Anne Blake Cynthia Jones Asheley Hepburn

Tracking the quantity of services provided to Board of County Commissioners by BCC Support Services. These services include Press Releases, Media Inquiries, Photo Projects, Graphic Projects, Print Ads, Media Campaigns, Spanish Translations, Creole Translations, and Miscellaneous Projects.

Performance Graph



Initiatives Linked To Measure	Owner(s)
-------------------------------	----------

Child Measures Linked To Measure

	ACTUAL	GOAL	DATE
Events	5	n/a	May 2006
Graphic Projects - BCC Support	0	n/a	Jul 2006
Media Campaigns - BCC Support	5	1	Apr 2006
Media Inquiries - BCC Support	13	1	Jun 2006
Miscellaneous	7	n/a	May 2006
Photography Assignments - BCC Support	35	1	Jun 2006
Press Releases - BCC Support	15	n/a	Jun 2006
Print Advertisement - BCC Support	10	1	Jun 2006

Expand media training to reach more department directors and key staff by increasing the number of media training sessions from four to six per year.

Performance Graph



Initiatives Linked To Measure

Owner(s)

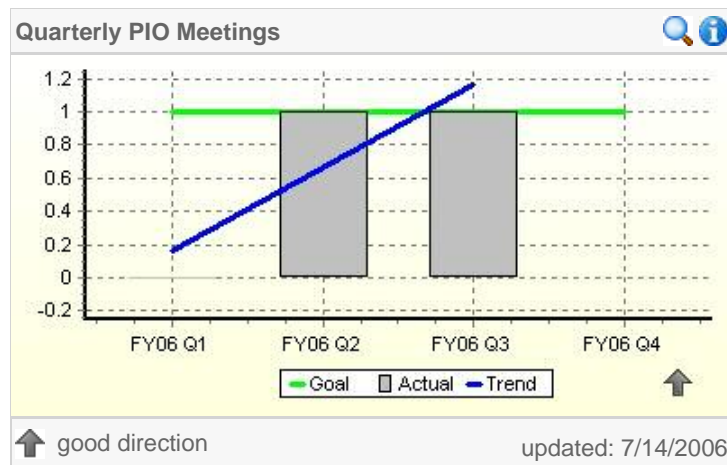
Child Measures Linked To Measure

	ACTUAL	GOAL	DATE
The Number of Individuals Completing MediaTraining	n/a	n/a	

Quarterly PIO Meetings

Conduct four quarterly PIO meetings to be held annually that guide countywide messaging and marketing initiatives.

Performance Graph



Initiatives Linked To Measure

Owner(s)

Developmental Training

Luis R. Fernandez
Asheley Hepburn Paula Musto

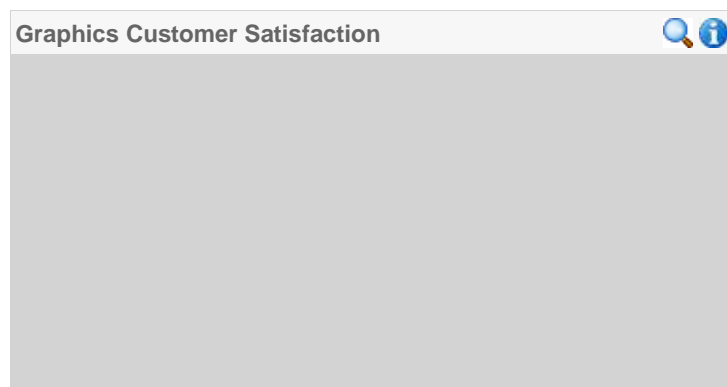
Child Measures Linked To Measure

	ACTUAL	GOAL	DATE
--	--------	------	------

Graphics Customer Satisfaction

Maintain a timely turnaround for all graphics services by achieving an annual customer satisfaction rating of 93%. Survey to be conducted during the 3rd quarter.

Performance Graph

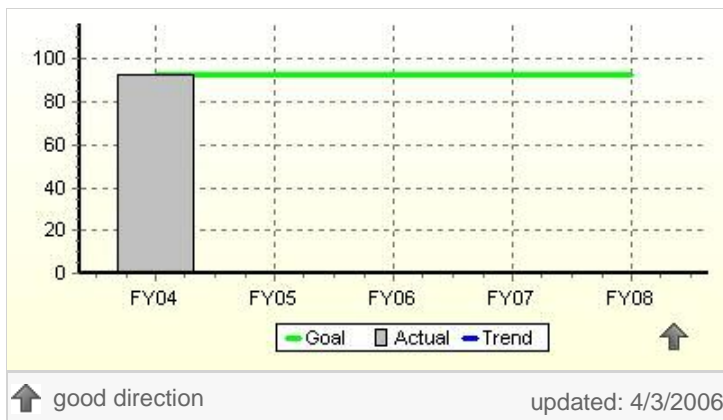


Initiatives Linked To Measure

Owner(s)

Child Measures Linked To Measure

	ACTUAL	GOAL	DATE
--	--------	------	------



Translation Customer Satisfaction

Asheley Hepburn Luis R. Fernandez

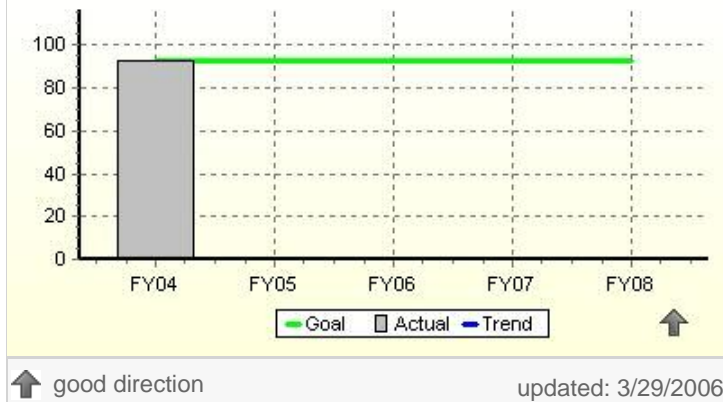
Maintain a timely turnaround for all graphics services by achieving a customer satisfaction rating of 93% annually. Survey to be conducted during the 3rd quarter.

Performance Graph

Initiatives Linked To Measure

Owner(s)

Translation Customer Satisfaction



Child Measures Linked To Measure

ACTUAL GOAL DATE

Financial

Objective Name	Owner(s)
Meet Budget Targets (Communications)	Paula Musto

Initiatives Linked To Objective	Owner(s)	GrandParent Objectives
---------------------------------	----------	------------------------

Planned necessary resources to meet current and future operating and capital needs (priority outcome)

Parent Objectives

(ES8.2.1) Meet Budget Targets

Measures	Owner(s)
----------	----------

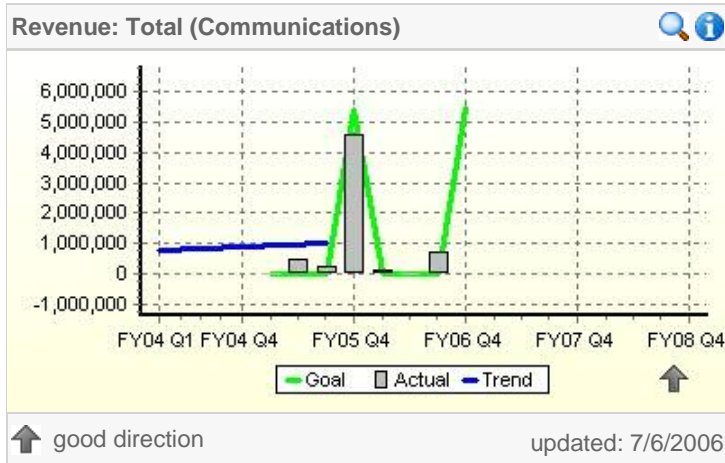
Paula Musto Asheley Hepburn

Total revenue in \$1,000s (from FAMIS)

Performance Graph	Initiatives Linked To Measure	Owner(s)
-------------------	-------------------------------	----------

Child Measures Linked To Measure

ACTUAL	GOAL	DATE
--------	------	------






Expen: Total (Communications) Paula Musto Asheley Hepburn

Total expenditures in \$1,000s (from roll-up of Personnel, Other Operating, and Capital)

Performance Graph	Initiatives Linked To Measure	Owner(s)
-------------------	-------------------------------	----------

Child Measures Linked To Measure

ACTUAL	GOAL	DATE
--------	------	------

	Expen: Personnel (Communications)	\$1,081,000	\$1,171,000	FY06 Q3
	Expen: Other Operating (Communications)	\$287,000	\$191,000	FY06 Q3
	Expen: Capital (Communications)	\$2,000	\$4,500	FY06 Q3

